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SIPDIS

FOR NEA/PPD: DMACINNES AND JDAVIES, NEA/RA:BKEARY,  
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SUBJECT: FINAL REPORT: DEMOCRACY SMALL GRANT FOR THE

COMMUNICATION TRAINING & QUALIFYING INSTITUTION

REF: A) STATE 187026 B) SANAA 5295

**11.** The Communication Training & Qualifying Institution (CTQI) has concluded its training project titled "Advocacy and Media Campaign." Conducted from 04-15 October 2003 for 20 participants from ten NGOs working with women and human rights issues on how to use media to prepare and produce media based awareness and advocacy campaigns.

**12.** The administrative part of the training did not go well as the head of the project was unable to be involved thereby making information about the training location not clear to some participants. Participants also complained that one of the trainers was not well qualified for the training and they were not learning much from her. PAS attended one of the training sessions and talked to the training coordinator about participants' complaints. The coordinator said they would look into changing the trainer.

**13.** The second trainer was very qualified and had a lot of experience as the head of the Civic Cultural Media Center which designs and produces media campaign packages. He was very effective in teaching trainees methods of a successful advocacy campaign. Trainees got the opportunity to make their own advocacy campaign programs using TV, Radio and newspapers. The trainer evaluated the programs and guided trainees on best practices in this field.

**14.** The Deputy Secretary of the Ministry of Media, head of ICQT, PAO and PAS attended the concluding ceremony. Trainees made presentations of the advocacy media campaign projects they worked on during the training. PAO delivered a remark emphasizing the importance of advocacy in civil society work as an effective tool to change attitudes and bring awareness among society. PAO also distributed the graduation certificates for the trainees.

**15. Outcome: Strengths**

The training's topic found positive interest from the NGOs participating in the training, as it will help them advocate for their projects reaching larger segments of audience.

CTQI was very responsive to suggestions and ideas to improve the training administration and change one of the trainers according to the participants' strong suggestions.

Training was practical and effective in teaching trainees campaign methods.

**16. Weaknesses:**

Some trainees missed the first day of training, as they did not receive clear information of the training location place from CTQI.

One trainee did not receive a certificate, as he was not consistent with his attendance.

The financial report showed a transfer of one budget item to another item without notification of embassy personnel. PAS asked CTQI head to follow up the issue and explain reasons for such action.

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